



*News From*

# JACK DOYLE

## MONROE COUNTY EXECUTIVE

**For Immediate Release**  
**Wednesday, January 16, 2002**

### **DOYLE WELCOMES AIRTRAN AIRWAYS TO GRIA** *NEW LOW-FARE AIR SERVICE TO BEGIN IN MARCH*

County Executive Jack Doyle today joined with Governor George E. Pataki in announcing that AirTran Airways, the nation's second largest low-fare air carrier, will begin service to the Greater Rochester International Airport (GRIA) on March 14, 2002.

AirTran Airway's Chief Executive Officer, Joe Leonard, joined Doyle and Pataki to officially kick off AirTran's announced service between GRIA and 19 of the 25 top U.S. destinations for Monroe County passengers. Two major hubs will include Baltimore and Atlanta.

"With the help of Governor Pataki, and Senators Nozzolio, Maziarz and Alesi, we have again delivered on our promise to lower air fares in Monroe County and western New York with the introduction of AirTran Airways," said Doyle. "In the first year of operations, AirTran Airways should save Rochester travelers over \$9.7 million in travel costs, stimulate our local visitor and tourism industry by \$6.4 million and increase airport revenue by almost one million dollars. Local business and leisure travelers are the clear winners from this announcement and its timing will only further bolster efforts to strengthen our local economy."

"I cannot emphasize enough the high level of cooperation we received from the Governor and our State Senators," added Doyle. "When I approached Governor Pataki for assistance he never hesitated to work with me and the airline to make this announcement possible."

"Bringing AirTran Airways to the Greater Rochester area is a home run for the upstate economy," Governor Pataki said. "By providing low-cost flights on a daily basis, we can strengthen the local economy, promote more commerce and tourism, and make the Rochester region an even more attractive place to live, work and raise a family."

Joe Leonard, chairman and chief executive officer of AirTran said, "AirTran Airways is extremely pleased to announce service to the Greater Rochester International Airport and to be expanding our Atlanta and BWI networks. This new service is a direct result of the cooperation between public and private entities bringing travel options to upstate New York. We anticipate that these daily low-fare flights to BWI and to Atlanta, with connections to more than 20 destinations, will be a welcome change to the third largest urban area in New York."

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AirTran Airways has scheduled two round trips a day to hubs in Atlanta's Hartfield Airport and two round trips a day to its hub at the Baltimore Washington International Airport. AirTran Airways operates 336 departures a day to 36 destinations including service to nine of Rochester's top 10 markets; 19 of its top 25 markets and eight Florida cities plus Freeport in the Bahamas.

AirTran Airway's fleet consists of 60 jet aircraft, including 30 new Boeing 717-200 aircraft. The airline provides advanced seat assignments, first class service and booking is available in all major travel agent reservation systems. AirTran Airways also offers Interline Baggage Agreements with other major carriers and has a frequent flyer program – making it more appealing to business travelers than other competing competitive fare carriers.

"We're excited because, with the addition of AirTran Airways, our business and leisure travelers at GRIA will have expanded access to the low-cost, high-style service provider they deserve," added Doyle. "Competitive airfares at our airport translate into a more competitive climate for local employers and that is good for everyone."

In July of 1997, County Executive Doyle released data that identified air service from GRIA to major domestic business destinations as non-competitive. Doyle also characterized the airfare pricing structure from GRIA as a hindrance to business recruitment, retention, and economic growth. Since that time the County Executive has been actively seeking broader and more competitive air carrier service to GRIA. JetBlue, has since joined the air carriers now serving GRIA while other, existing carriers have expanded their air service options.

Successfully recruiting AirTran Airways to serve Monroe County required a full partnership between Doyle, the Governor and our local state Senate delegation. After several personal visits by the County Executive to AirTran Airways, the county administration was able to put together an incentive package, with a high level of state assistance, that eventually landed AirTran Airways.

While New York state will provide \$2 million for infrastructure and other capital improvements at the airport, Monroe County and GRIA will provide a dedicated gate and air bridge for AirTran Airways. The local business community, including companies such as Corning, Kodak, Xerox, Bausch and Lomb and others, have committed to spending between \$2 million and \$3 million on AirTran passenger service in the coming year.

"Residents, employers, visitors, and leisure travelers will now have even more options with the important addition of AirTran Airways to the service mix," said Doyle.

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